

# SCORE NEWS

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COUNSELORS TO AMERICA'S SMALL BUSINESS

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## Women in Business Breakfast Series a Big Hit!

The Orange County SCORE Women in Business Breakfast series started the year with a big hit. The first breakfast for 2008 was held on January 18, 2008 at their new venue, the Center Club in Costa Mesa. The breakfast featured Tom Patty, an Orange County SCORE counselor who spent 21 years at the hottest advertising agency in the world, Chiat-Day Advertising, helping to create such iconic brands as Apple, Nike, Nissan and PepsiCo. Tom clearly knows marketing and advertising and he provided a terrific presentation featuring three of his clients. They are all owned by women and they are in the very competitive "swimsuit" business. Although the target audience for each business is very different and diverse, Tom showed the audience of over 100, the critical elements (target, benefit and value) that all three have in common. This was truly a great learning experience for all of those fortunate enough to have been there.

The event was sold out with the attendees very excited about the new year, the new venue and the great speaker. It was a very informative session with lots of networking throughout the morning.

The next Women in Business breakfast will be held on Friday, March 7, 2008, from 7:30 to 9:30 at their new location...the Center Club in Costa Mesa. The speaker will be Lee Silber, an award winning author and speaker, who started five businesses, wrote eleven books, hosts his own radio talk show and travels the world giving workshops. When it comes to the toughest areas of entrepreneurship (promotion, people problems, sales, financing, customer loyalty and branding) Lee knows what he is talking about. He will share solutions that will work for you in whatever business you are in. "The Ten Things You Need to Know to Build Your Business" will give you advice that has helped other business women go from just surviving in business to thriving in business. Lee's website is [www.creativelee.com](http://www.creativelee.com).

The cost for the breakfast is \$30.00 pre registration, \$35.00 at the door. Add an additional \$35.00 to reserve an exhibit table. Sign up on the SCORE website [www.score114.org](http://www.score114.org) in February to reserve your space as seating is limited.